



# Commander, Navy Region Hawaii Facebook Insights

Monthly Analytics Report September 2013

<http://www.facebook.com/NavyRegionHawaii>

Compiled by: Navy Region Hawaii Public Affairs (eg)



# Most Reached Facebook Posts

The people who have seen the CNRH FB post in the past 28 days.

**Top Reached Post – (9/11) #Neverforget photo, 4,162 people reached**



4,162 People Reached

275 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

89	1	31
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES

153	1	0
Likes	Comments	Shares

TOTAL

242	2	31
Likes	Comments	Shares

74 Post Clicks

74	0	0
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	1 Unlike Page

## Other Top Posts:

- (9/11) Ombudsman Appreciation Dinner photos: 3,416 reached
- (9/5) Chinese Navy ship tours: 3,224 reached
- (9/26) Southeast Asia refugees tour Pearl harbor: 2,785 reached
- (9/6) Chinese ships visit Pearl Harbor-Hickam : 2,702 reached



# Most Engaged Facebook Posts

The people who have liked, commented or shared CNRH FB posts in the past 28 days.

**Top Reached Post – (9/6) Chinese Ships visit Pearl Harbor-Hickam, 2,981 Post Clicks; 99 Likes, Comments & Shares**



2,702 People Reached

99 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

70	5	22
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES

0	2	0
Likes	Comments	Shares

TOTAL

70	7	22
Likes	Comments	Shares

2,981 Post Clicks

2,461	8	512
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

## Other Top Posts:

- (9/11) Ombudsman Appreciation Dinner photos: 2583 Post Clicks; 168 Likes, Comments & Shares
- (9/3) End of WWII Ceremony/Nimitz statue unveiling: 1280 Post Clicks; 57 Likes, Comments & Shares
- (9/11) CPO selectee 9/11 ceremony: 1,088 Post Clicks; 54 Likes, Comments & Shares



# When are fans online?

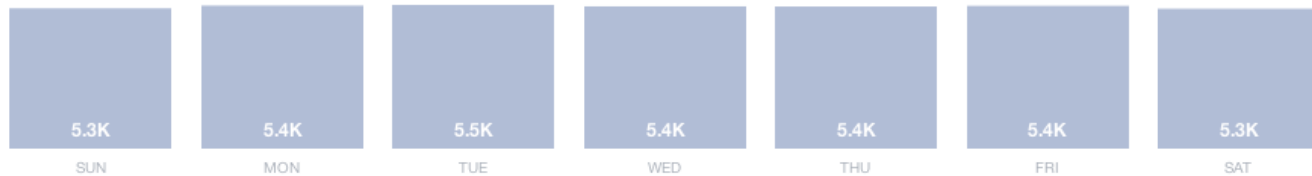
Based on the recent 1-week period in September, most fans are online at 3 p.m. with an average of 2,399 viewers.

## When Your Fans Are Online

Knowing when the people who like your Page are on Facebook can help you share posts when they'll be seen.

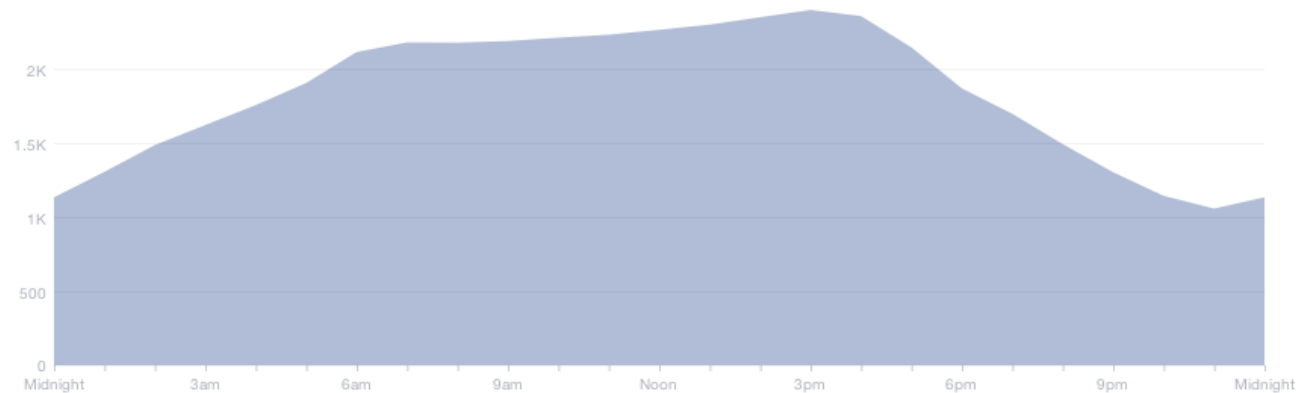
### Days

The average number of your fans who saw any posts on Facebook by day of the week.



### Times

The average number of your fans who saw any posts on Facebook in an hour.





# Total Page Likes – 7,030

Based on the insights for September 2013, total page likes are determined by daily data recorded in the Pacific time zone in the past month.

Total Page Likes as of Today: 7,030



\* CNRH Facebook increased its fan base by 53 fans from last month w/a previous number of 6,977.

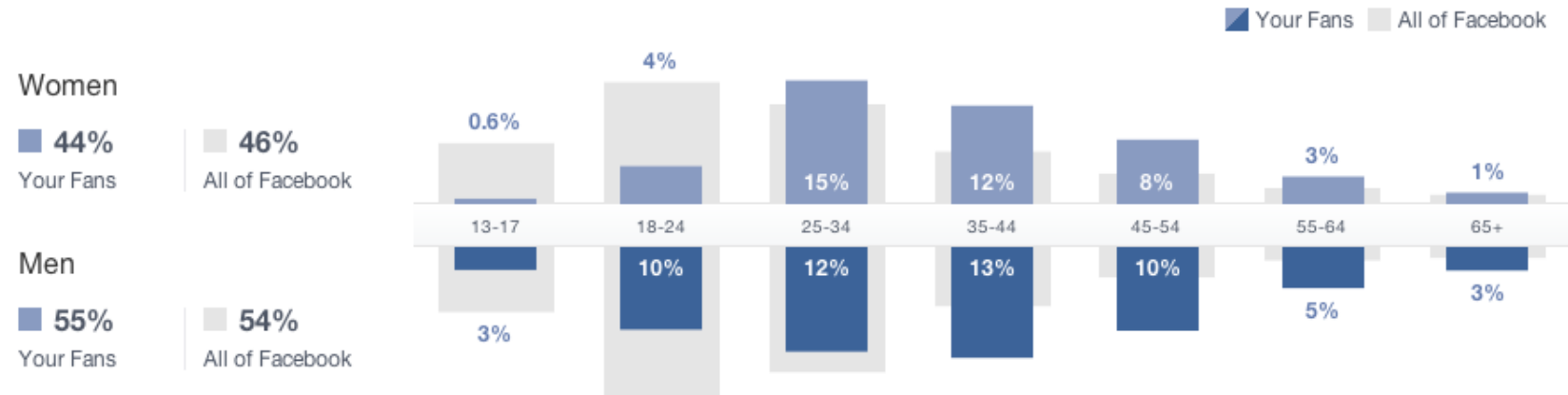


# Demographics

## Fans who like the page based on their **Age & Gender**

### Age & Gender

Compare demographics of people who like your Page with the demographics of Facebook's total population.



## Fans who like the page based on **Top 5 Country Locations**

- United States of America (HI, CA, VA, DC, FL) – 5,206 fans
- Philippines – 209 fans
- India – 94 fans
- Japan – 89 fans
- Thailand – 72 fans